

CITY OF SAN ANTONIO



Administrative Directive

AD 10.1 Public Participation and Engagement

Procedural Guidelines

Guidelines to establish minimum standards of public participation for the City of San Antonio.

Department/Division

Government and Public Affairs

Effective Date

February 11, 2019

Last Reviewed

N/A

Owner(s)

Government and Public Affairs

Purpose

This Administrative Directive will serve as the City's public participation policy to foster meaningful civic engagement with our residents. This policy seeks to further establish trust with residents, provide effective public education and gather and use residents' feedback for the purpose of strengthening City programs, policies and initiatives. The Government and Public Affairs (GPA) Department shall manage the implementation and oversight of this policy.

Public participation is defined as any process that obtains and considers public input in a decision prior to taking action.

Policy

GUIDING PRINCIPLES:

The following Guiding Principles will be met with each City of San Antonio public participation effort.

MEANINGFUL - Ensure that public input is appropriately considered in the decision-making process; use public participation to improve City programs, policies and ordinances.

TRANSPARENT - Be open and clear by communicating the decision-making process to the public, including the role of public in the process, what type of input is sought and how the input will be used; provide a public record of the input received and the range of views and ideas expressed.

RESPECTFUL - Consider all input received, including differing viewpoints, while balancing the interests of all stakeholders.

INCLUSIVE - Engage a broad range of stakeholders, with particular emphasis on those who do not normally take part in City public participation processes; make every effort to ensure that stakeholder groups do not feel left out of the process.

ACCESSIBLE - Ensure that anyone who wants to participate in the process can provide input; overcome barriers to participation, whether they are geographical, physical, socioeconomic or language barriers.

INFORMATIVE - Educate through public participation; use the opportunity to help people understand how the City organization works and to enhance both the public's and the City's understanding of issues, policies and challenges; strive to ensure that opinions are informed with facts.

RESPONSIVE - Communicate outcomes to all who participated and provided input

TIMELY - Seek public input well ahead of key decisions; engage the public proactively.

CONVENIENT - Make it as easy as possible to engage with the City; provide multiple opportunities for the public to provide input; when possible, meet people where they are instead of only requiring them to show up to a public meeting; utilize the power of digital communications while being mindful of technology gaps.

CONTINUOUS - Treat every input provided by the public as another step toward a more engaged community by developing the infrastructure to foster sustained participation; residents who make the effort to participate should be continually engaged in future efforts; residents who want to share an opinion with their City organization should be able to do so at any given time.

Engaged residents are fundamental to the health of City government. The successful development of policy and implementation of City programs depends on meaningful civic engagement, which engenders trust and accountability between the community and the government that serves it. The City of San Antonio offers many opportunities for residents to provide input on City policies, programs and initiatives. This document summarizes research and recommendations for City departments developing any campaign for which input is sought from stakeholders or the general public.

Outreach campaigns are not one-size-fits-all and should be adapted to the audience based on the size and scope of the project or policy.

By signing this Administrative Directive as a department director, public information officer or designated employee conducting public outreach on behalf of the City, you agree that:

1. Government and Public Affairs will be given advance notice of any City department's public participation effort. GPA will provide oversight and strategic guidance to execute the effort.
 - a. All opportunities should be coordinated in advance through GPA.
 - b. The department's public participation plan must be approved by the Director of GPA or his or her designee.
2. All City department public participation campaigns will be branded SASpeakUp(e.g. *SASpeakUp on the FY2019 Budget*; *SASpeakUp on the Smoking Age*; *SASpeakUp about Potholes in Your Neighborhood*), with some exceptions to be determined by the Government and Public Affairs Department.
 - a. *Departments seeking to use the SASpeakUp brand will coordinate through GPA for design and brand standards.*
3. Departments should provide a variety of options for the public to provide input at their convenience.
 - a. Departments should reference historical data about their target audiences to achieve good participation rates for all residents.
 - b. Public meetings should serve as a supplement to any input opportunity, rather than the foundation for public participation, as many residents cannot make time to attend a one-time input opportunity.
4. A clear timeline will be established for each input opportunity, including a two-week minimum input period and a clear explanation of how the input will be incorporated into the development of the policy or program.
5. Results of the campaign will be reported in a standard format (Attachment C) and provided to City Council briefing or action at the committee or meeting level. Results of the campaign will be reported to respondents who opted in for updates on the campaign.
 - a. **Attachment C:** Standard Reporting

6. Each campaign will consider using each of the City's existing communications resources; however, departments should identify the target audience and design a public input campaign based on the size and scope of the project.
 - a. The City's communications channels include SASpeakUp.com, the City's main website, social media channels, TVSA, NextDoor.com, on-hold messages, COSA texts and outreach to media.
7. All surveys and associated materials must be printed and available online and made available in English and Spanish. Surveys will ask (optional) demographic questions (Attachment B) to ensure representativeness and improve future outreach efforts.
 - a. Surveys must be reviewed by GPA in advance of publication.
8. Departments must maintain a consistent feedback loop with participants, communicating with them the results of the public input, next steps in the process, how their feedback will be used and how they can stay involved.
 - a. All contact information gathered throughout the campaign will be added to the City's central database and used to communicate campaign outcomes and new input opportunities. GPA will manage the central database.

Policy Applies To

<input type="checkbox"/> External & Internal Applicants	<input checked="" type="checkbox"/> Current Temporary Employees
<input checked="" type="checkbox"/> Current Full-Time Employees	<input checked="" type="checkbox"/> Current Volunteers
<input checked="" type="checkbox"/> Current Part-Time Employees	<input checked="" type="checkbox"/> Current Grant-Funded Employees
<input checked="" type="checkbox"/> Current Paid and Unpaid Interns	<input checked="" type="checkbox"/> Police and Fire Academy Trainees
<input checked="" type="checkbox"/> Uniformed Employees Under Collective Bargaining Agreements	<input checked="" type="checkbox"/> Current Contract Employees

Definitions

<u>Blog</u>	A web-based forum with regular entries of commentary, descriptions of events, or other materials where the blog host posts material on the website,
<u>City Employee</u>	Any employee (including appointees, regular full- and part-time, contract, and temporary employees) of any City department or agency.

Policy Guidelines

<u>General Guidelines</u>	<p>POLICY GUIDELINES: Each public participation campaign should be adapted to the topic or audience. Below are some elements that should be used to plan an outreach campaign:</p> <ol style="list-style-type: none"> A. Identification of the target audience; B. Development of messaging that is easy to understand, does not use jargon and is available in English and Spanish; C. Identification of the timeline, including ample time for public input, reporting dates and performance metrics; D. Determination of resources required to implement the campaign, including but not limited to
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	<p>budget, staff resources and communication channels;</p> <p>E. Determination of how to measure the effectiveness of the campaign and follow-up with stakeholders</p>
Roles & Responsibilities	
<u>Government and Public Affairs</u>	<p>A. GPA will oversee compliance with this policy and will assist employees with any questions regarding the policy.</p> <p>B. GPA will provide advice and guidance on all public outreach activities and may be contacted directly.</p> <p>C. GPA is responsible for updates to this policy.</p>
<u>Departments</u>	<p>A. Each Department Director will review this policy and provide it to department employees, volunteers and interns, with print or electronic access to it.</p> <p>B. It is the responsibility of each department to implement the public outreach campaign and provide accurate reports to GPA and the department's executive team leaders.</p>
<u>Employees</u>	<p>A. Employees must follow the process within this policy.</p>
<u>Human Resources</u>	<p>A. Human Resources will be responsible for filing signed Acknowledgement Forms for this Administrative Directive in employees' personnel files.</p> <p>B. A Human Resources representative must be notified of violations of this Administrative Directive and must be notified prior to any subsequent disciplinary action.</p>
Attachments	
Acknowledgement Form	Attachment A
Campaign Checklist	Attachment B
Standard Reporting	Attachment C

Information and/or clarification may be obtained by contacting the Government and Public Affairs Department at 207-2098.



CITY OF SAN ANTONIO

**EMPLOYEE ACKNOWLEDGMENT FORM
FOR**

ADMINISTRATIVE DIRECTIVE 10.1
Public Participation and Engagement

Employee:

I acknowledge that on _____, 20__, I received a copy of Administrative Directive 10.1, Public Participation and Engagement.

Employee Name (Print)

Department

Employee Signature

SAP Employee ID Number

Supervisor:

I certify that on _____, 20__, I provided a copy of this administrative directive to the above named employee.

Supervisor (Print)

Supervisor Signature

AD 10.1 – ATTACHMENT B: PUBLIC PARTICIPATION CAMPAIGNS CHECKLIST

At a minimum, each department should complete the following checklist for every Public Participation campaign to ensure consistency across the organization:

Establish timeline for campaign

Coordinate with Government & Public Affairs on all public meetings, surveys and city-wide campaigns; (later) add survey and timeline to the SASpeakUp web portal (e.g. SASpeakUp on the FY2019 Budget; SASpeakUp on the Smoking Age; SASpeakUp about Dirty Diapers)

- b. Utilize existing COSA resources, where applicable. The City's communications channels include SASpeakUp.com, the City's main website, social media channels, TVSA, NextDoor.com, on-hold messages, COSA texts and outreach to media.

Surveys

- Must be available online and printed at City facilities
- Must be available in English and Spanish
- Add statement and the following demographic questions at the end of each survey:
 - **Optional Questions:** The next set of questions will help us improve our outreach efforts across the City.

<p>AGE</p> <p>Under 18 18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 to 74 75 years or older Prefer not to answer</p>	<p>GENDER</p> <p>Female Male Prefer to self-describe (please specify): _____ Prefer not to answer</p>	<p>ETHNICITY</p> <p>-White -Hispanic/Latino/a -Black or African American -Asian -American Indian or Alaska Native -Middle Eastern or North African -Native Hawaiian or Other Pacific Islander -Other Race/Ethnicity (please specify): _____</p>
<p>COUNCIL DISTRICT (if unknown, then street address)</p>	<p>NAME (optional)</p>	<p>HOW DO YOU PREFER TO RECEIVE COMMUNICATION? PROVIDE THE FOLLOWING INFORMATION: (optional)</p> <p>Email Phone number Text Message Mailing address</p>

Work with City's equity office, faith-based liaison, immigration liaison, etc. to share input opportunities with and/or identify community organizations

Before planning standalone public meetings, identify existing community events in each Council District to determine whether meeting residents where they are is more appropriate for input collection

Public meetings must:

- Be held in ADA-accessible facilities
- Have access to public transit
- Have a Spanish interpreter onsite at all meetings
- Have ASL interpreter available upon request
- Other interpreters can be provided if requested in advance

Complete public participation report and present to City Council prior to discussion and action

Add email addresses to City-wide database for future input opportunities

Coordinate with GPA to add results to SASpeakUp portal online

Email, call, text or mail campaign results to anyone who provided contact information during the course of the input opportunity

AD 10.1 – ATTACHMENT C: REPORTING

In addition to data collected from specific survey questions by each department, departments should summarize their public input campaign with the following sections of their reports:

- I. **AUDIENCES: Who did the City of San Antonio talk with?**
 - a. In this section, departments may report on the demographics of respondents and/or indicate if there was outreach to specific stakeholder groups.
- II. **TACTICS: How did the City of San Antonio communicate information and gather input?**
 - a. In this section, departments should report on the methods by which they provided information to the community and the methods by which they gathered input.
 - b. This section could include the number of community meetings and their dates and locations, where surveys and information were made available and what channels were used to promote the input opportunities.
- III. **RESULTS: What did they tell us?**
 - a. In this section, departments should report on the high-level results of survey questions, including a summary of the major takeaways of the input gathered.
 - b. Results should also report any results that vary from the majority of results. (For example, a 67% of respondents felt ____, while 33% of respondents felt ____.)
- IV. **APPLICATION: How will their input be used?**
 - a. In this section, departments will indicate how feedback was incorporated into the result of the initiative.
 - b. For example, 70% of residents indicated they wanted more funding in streets and sidewalks. As a result, City staff is recommending a 20% increase in street and sidewalk maintenance budgets.
- V. **RESPONSE: How will we follow up with respondents?**
 - a. In this section, departments will indicate what the next steps are for the initiative and how respondents will continue to be engaged in the process.
 - b. Departments will also indicate which phase of the SASpeakUp process the initiative is in (e.g. Stage 1: Community Engagement, Stage 2: Under Review, Stage 3: Final Report, Stage 4: Implementation).
 - c. Departments will provide updates to the SASpeakUp.com website to link to the results of the campaign, directly indicating how residents' feedback was used in the initiative.